

The Ways of Government's Publicizing Work in the Age of Media Integration

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Keywords: Media Integration Era, Government, External Publicity, Work Path.

Abstract: This paper briefly explains the background of media integration, expounds the concept of media integration, analyzes the problems and significance of external propaganda work under the background of media integration, and probes into the path of government external propaganda work in the era of media integration in order to explain the basic methods and working path of government external propaganda work in the era of media integration, clarify the main points of work, and provide valuable reference for the development of government external propaganda work..

1. Introduction

With the rapid development of our modern society, the external propaganda work of our government has gradually entered the stage of “fine development “, and the academic and industry have analyzed and explored the background of the media fusion era, which has promoted the diversified development of our government's external propaganda system. In the era of media integration, in order to effectively solve the current problem of external propaganda work, we must actively change the concept of external propaganda work, make full use of the advantages of new media, and strengthen the publicity effect. In addition, it is necessary to actively absorb a large number of professional personnel and establish a professional contingent of foreign propaganda personnel; and to introduce artificial intelligence technology to promote the intelligent and modern development of the government's external propaganda work.

2. The Background of the Media Integration of the Government

2.1. Media Integration Background

Nowadays, the external propaganda environment of the government is constantly changing, and the collision and impact between the traditional media and the new media gradually form the trend of integration, and the media integration is the inevitable trend of the development of the field of modern social media. The emergence of new media provides a new information propaganda and communication platform, and brings new challenges and opportunities for our government's external propaganda work. What impact media integration has had on our country's external propaganda work, how to carry out external propaganda work is the key topic in the current industry, and continue to launch round tables to explore the media value in the era of media integration (Fig.1).

In the era of media integration, the rapid development of economy has promoted the comprehensive strength and international status of our country, and the topic of China has gradually entered the center of international public opinion, which is the key period for the development of our government's external propaganda. Compared with other countries'government's external propaganda influence, our country's external propaganda work's influence is still weak, cannot cause the bigger public opinion influence. Therefore, we should fully grasp the background of media convergence, introduce Internet thinking and new media communication ideas, emphasize freedom, equality, interaction, change the discourse system, and form a government external propaganda work model with Chinese characteristics.



Figure 1 Round table salon -" media value discovery in the age of media convergence "

In China Daily, the relevant personages clearly put forward the development trend of the media policy change in our country, combined with the current situation of media integration, starting from the past years, brand, user, platform, organization, capital and other six aspects, this paper expounds the new trend of media integration development, and points out that the expansion of our government's external propaganda path needs more resources investment, so as to further develop the advantages of new media application.

2.2. On Media Integration

Media fusion is the abbreviation of the new media and the traditional media fusion development, is the modern society unique media form, has the distinct time characteristic. In the traditional media, television, radio, newspapers, impurities as the main form of propaganda and communication, with the development of information technology, the rapid development of new media, network media has become the main new type of information dissemination, various portals, communication platforms have become the media in the media integration, effectively expand the information dissemination path, enrich the communication content. Compared with the traditional media, this form of information dissemination puts forward higher demands on our government's propaganda work.

2.3. Public Information in the Context of Media Integration and Its Significance

Under the background of the era of media integration, there are still some problems in the government's external propaganda work. The main purpose of the government's propaganda work is to promote the culture of our country to the world stage, to promote the understanding among countries, to strengthen the cultural exchanges among countries and to demonstrate the comprehensive national strength of our country. At the present stage, our government's external propaganda work has achieved some results, but there is a large scope of propaganda and insufficient depth of propaganda, that is, the excavation of propaganda content is not deep enough to fully show the cultural characteristics of our country and reduce the effect of propaganda[1].

Under the background of the media fusion era, a large number of advanced technology and emerging media have been introduced in the external propaganda work system of our government, which is different from the traditional media propaganda environment. How to better complete the external propaganda staff's work task, undertakes the post responsibility and the mission, is the question which needs to consider emphatically at present. In view of this, the governments of various regions have carried out training meetings on external publicity work (Figure 2) to help staff understand the background of media integration, to enable them to master advanced propaganda technology and to have scientific concept of external publicity, thus improving the quality of external publicity work.



Figure 2 Training session on external media integration

3. Media Integration Time Government's Public Information Work Path

3.1. Change the Concept of Publicity Into New Media Means of Publicity

In the era of media integration, if we want to expand the government's external propaganda work path, we should actively change the concept of external propaganda work, adapt to the development trend of the times, and integrate the propaganda means of new media into the original external propaganda work. Nowadays, the contents of the government's foreign propaganda include government policy, cultural tradition, economic system, national spirit and so on, so that foreign friends can understand the situation of our country through external propaganda. In the actual propaganda work staff, the new media technology in the external propaganda reflects the extremely strong application value, can better express the Chinese culture. Therefore, the staff should change the concept of publicity, create a certain impact of external publicity portal, through the new media form of publicity, optimize the use of publicity resources[2].

3.2. Utilize the Advantage of New Media to Enhance Publicity

It is necessary to make use of the advantages of new media to strengthen the external publicity effect. In the era of media integration, our government's external propaganda work has been seriously influenced by the new media concept, and great changes have taken place in the means of propaganda. The problem of geographical distance limitation in the traditional mode of external propaganda has been solved, which has promoted the progress and development of our foreign propaganda work. However, the development of media integration has also brought challenges and opportunities for China's foreign propaganda work. Workers should grasp the advantages of new media application, combine different historical and cultural topics with hot topics, make flexible use of network technology, mobile communication technology, carry out activities such as “Weibo Culture Publicity Competition” and “Animation Design Competition” to enrich the external propaganda system and strengthen the publicity effect.

3.3. Expand the Way of Communication and Clarify the Way of External Publicity

In the era of media integration, in order to expand the government's external propaganda work path, it is necessary to expand the mode of communication of external propaganda, clearly put forward a variety of external propaganda path, and promote the staff to carry out the work better. In the traditional work of external propaganda, staff members establish contacts with the media, such as television, radio, newspapers and so on, through these media to achieve the purpose of external propaganda, and promote it to become an important window for other countries to understand our country. However, compared with the new media form, the traditional media has strong limitations and lag, which weakens the effectiveness of external propaganda to a certain extent. Based on this, staff members should work with social forces such as mobile communication to develop propaganda channels, such as remote sensing technology, GPS technology and wireless technology, and use advanced equipment, such as wireless aircraft (figure 3) to make propaganda content into short films, video and so on.



Figure 3 New tools for outreach

3.4. To Train Talents and Build a Professional Propaganda Team

In the era of media integration, if we want to expand the government's external propaganda work path, we should strengthen the training of relevant talents, establish a foreign propaganda team with high professional quality, and reserve talent resources for our government's external propaganda work. Talents are the main body of the government's external propaganda work. In order to ensure that the external propaganda work always conforms to the law of our country's objective development, can adapt to the environment of different stages of development, and must be closely combined with the domestic and foreign situation to meet the needs of the audience, it is necessary to carry out regular personnel training work. In light of the actual situation of external publicity work, government departments should regularly train staff members on propaganda ideas, trends and techniques, so as to enable them to understand the national conditions, grasp the changes in domestic and foreign situations, become familiar with various communication technologies, and meet the needs of external propaganda in the era of media integration[3].

3.5. Using Artificial Intelligence to Promote the Development of External Information

In the era of media integration, in order to expand the path of government propaganda work, it is necessary to introduce artificial intelligence technology to realize the development of intelligence, information and modernization of foreign propaganda work. Government departments should introduce artificial intelligence technology, apply it to information collection, integration, processing, production, distribution, feedback, comprehensively improve the quality of external propaganda content, strengthen the ability of public opinion guidance; also use the interactive function of artificial intelligence to realize the communication and communication between users and communicators, promote the government propaganda staff to understand the needs of users in a timely manner, and promote the development of external propaganda work of our government.

4. Conclusion

To sum up, the further development of the trend of media integration can effectively improve the utilization of publicity resources and promote the deepening integration of various resources. Media integration can promote the external propaganda development of our government, pay attention to the propaganda content, propaganda main body, propaganda user and propaganda channel, create a good external propaganda platform, and deepen the integration of traditional media and new media. In the era of media integration, in order to improve the government's external propaganda efforts and efficiency, we must grasp the new media propaganda means, control the publicity effect and the propaganda path, ensure the content is timely, accurate and true, and introduce a large number of advanced technology and talents to realize the information construction and development of our government's external propaganda work.

Acknowledgements

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